

NOMINATION FOR AWARD		
AWARD PA Director's Award Special Achievement (Single Event)	CATEGORY (If Applicable) Unit	AWARD PERIOD 1 Jan - 31 Dec 2001
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Arnold Engineering Development Center Public Affairs Staff	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 340-4204; Comm. 931-454-4204	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE AEDC/PA/100 Kindel Drive, Suite B213/Arnold AFB/TN/37389		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Col. David Eichhorn; DSN 340-5201 Cmc1 931-454-5201 david.eichhornaarnold.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness of Program</p> <ul style="list-style-type: none"> - Aggressive AEDC PA government/contractor team met the challenge of AEDC's 50th Anniversary <ul style="list-style-type: none"> -- Assumed leadership/facilitator role in developing, planning, executing, marketing and publicizing AEDC's 50th Anniversary and rededication ceremony, center open house and air show in June 01 - Program goals designed to increase awareness of AEDC and highlight its critical aerospace missions <ul style="list-style-type: none"> -- Honored all those who worked at AEDC during the past 50 years with recognition at various events showcasing testing of all high performance U.S. aircraft, missile, rocket and manned space systems - Expectations for air show attendance were 50,000; but as a result of the publicity program, more than 100,000 people attended, letting them see their U.S. Air Force professionals up close and personal <ul style="list-style-type: none"> -- Unsolicited comments to PA staff were overwhelmingly positive, praising the air show as top notch -- Comments from performers indicated this was the most professionally run event they had attended - Awareness of AEDC and its mission greatly expanded not only in Middle Tennessee, but nationwide - Senior staff and PA team gave more than 40 speeches and presentations to schools and civic groups - Public Affairs staff made appearances on network affiliates and PBS television stations in Nashville, Chattanooga and Huntsville prior to the events and on dozens of radio broadcasts across Tennessee <p>Research and Planning</p> <ul style="list-style-type: none"> - Ambitious planning began in Oct 1998 for a two-day air show, a base open house, and a rededication ceremony to mark the 50th Anniversary of President Harry S. Truman's original dedication of AEDC - Recognized major community involvement would be essential in planning and executing the air show <ul style="list-style-type: none"> -- PA staff was able to convince three area chambers of commerce, that had rarely worked together, to form a tri-chamber air show coalition to assist with the air show process from start to finish - Public Affairs assumed the responsibility of forming a base/community council, with membership from nine Middle Tennessee counties, which played a key support role for 50th Anniversary events - The PA team was responsible for the successful request package for the Air Force Thunderbirds, and facilitated chambers of commerce, community council and other community organizations' support - An ambitious plan was devised for the anniversary air show, open house and rededication ceremony <ul style="list-style-type: none"> -- Developed weekly historic articles about the center and scheduled air show performers and made them available to local media outlets starting a year before the event and continuing until June 2001 -- Weeks prior to event, began radio interviews with key AEDC staff and pilots who were appearing at the air show, as well as billboards, posters, a special 50th Anniversary base guide and Website <p>Program Execution and Evaluation</p> <ul style="list-style-type: none"> - AEDC's 50th Anniversary raised the awareness of AEDC and its critical missions to an all-time high - AFMC commander rededicated AEDC to support America's warfighters for the next half-century - Support from the local chambers of commerce and tri-chamber coalition exceeded all expectations - More than 70 billboards, many donated, from Atlanta, Ga. to Huntsville, Ala. and Nashville, Tenn. - Public service TV ads, produced in-house, were shown in Tenn. and Ala. on network and cable TV - Local speeches, radio interviews, newspaper coverage greatly increased awareness of the center - More than 9,000 posters advertising the air show were placed at airfields, banks, malls, restaurants, convenience stores, hotels, interstate rest stops and many schools throughout Tenn., Ala., and Ga. - A cable TV system broadcast the first day of the air show live to homes across Middle Tennessee <p>Innovativeness of Program</p> <ul style="list-style-type: none"> - AEDC had never hosted an air show of this magnitude at a deployed location, the Tullahoma Airport <ul style="list-style-type: none"> -- With only 100 active duty military and 200 DOD civilians, base leadership expertly involved the center's 2,700 contractors and local communities in accomplishing the enormous amount of work - Highly effective PA-led involvement of local communities in air show planning and activities raised community awareness and base support to extremely high levels, not seen at Arnold since the 1950s - Newly formed local coalition now working together to give AEDC even greater support in the future 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Arnold Engineering Development Center Public Affairs Staff

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format) (Continued)*

Significant Contributors:

Capt. Tim White

1st Lt. Tisha Wright

TSgt. Bob Pullen

Lira Frye

Amber Schwey

Claude Morse

Kathy Gattis

Emma Underwood

Dana Davis

Raquel March

Michael Sheffield

Donna Baskin

Tina Barton

Danette Duncan